E-Mail

G. N. KURUC, JR. #1240 Senior Chain Accounts Manager

Raritan Center 400 Raritan Center Parkway Edison, NJ 08837 908-225-4774 Fax 908-417-9076

July 11, 1995

To: All Divisions With Pathmark Stores

RE: Pathmark Stores (0522-00-00

WINSTON "Clipless Coupon" Program

Listed below are details regarding a WINSTON "Buy Down" Program to be conducted in all Pathmark Stores during August:

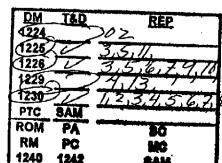
- Dates July 30-August 26
- Program \$.20 per pack "buy down" on all WINSTON Brand Styles
- Price Reduction Method Price down in scanner system
- Advertising Pathmark Headquarters to develop and mail to stores
 prior to start date. Special advertising pieces to be
 placed under springfed section of each WINSTON Brand
 Style by Pathmark's Non Foods Manager.

RJR Sales Accountability:

- > Monitor stock levels on all WINSTON Styles.
- > Ensure that Pathmark advertising is placed.

If you have any questions, please advise.

Regards,
Nick
G. N. Kuruc, Jr.
Gk



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